

ANNOUNCING 2012 iTunes U Teacher Contracts



Arkansas on iTunes U is seeking teachers to create original, quality collections of audio or video lessons for students **OR** an iOS course that will enhance the Arkansas on iTunes U library of educational media.

Contract Details:

If your application is accepted, you will be contracted to produce your proposed course or collection for iTunes U. Content must be delivered by August 8, 2012. (See specific requirements for contents of course or collection on the following pages.) Payment will be made after delivery of contracted materials. Compensation will be \$150 per video and \$75 per audio **OR** \$150 for an iOS course.

How to Apply:

Complete the following no later than June 20, 2012

1. [Submit the Online Application](#)

Click the link above or access the link from our web site.

2. **Upload Your Work Sample**

Once your application is reviewed, you will be sent the instructions for uploading an original content resource you have developed for your course or collection. This will be an audio or video lesson or may be an iBook or other material if proposing a course.


3. **Mail the Signed Statement of Assurance**

Sign and mail the statement of assurance on page 5 of this document.

Mail to Shelley Dirst, O.U.R. Cooperative, P.O. Box 610, Valley Springs, AR 72682.

Option 1: Create an Audio or Video Collection

You will create a collection of lessons targeted to a specific core area. Before submitting your application, review our [criteria](#), study existing collections from Arkansas, and search iTunes U for others in your subject area. Your collection must include at least five lessons of 3 to 10 minutes each.



[View In iTunes](#)

Free

Category: [Spanish & Portuguese](#)

Description

These fast-paced tutorials are intended to provide students with a unique approach to important concepts in the Spanish language. They address Arkansas Foreign Language Framework CMC 2.SII.2, which states that students will be able to "communicate using present and past tenses in context" and CMC 3.SII.6, which states that student will be able to "Use syntax, orthography, and pronunciation effectively according to language development level."

	Name	Released	Price	
1	Introduction to Spanish Tenses	7/21/10	Free	View In iTunes ▶
2	Preterite Tense	7/22/10	Free	View In iTunes ▶
3	Future Tense	7/26/10	Free	View In iTunes ▶

Sample Collections from Arkansas



[Literary Concepts Made Easy](#)



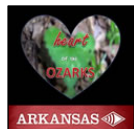
[English and an iPod Touch](#)



[Skatepark Geometry](#)



[Simple Machines: Simple Solutions](#)



[Heart of the Ozarks](#)



[Regions of Arkansas](#)

Criteria for iTunes U Collections

- ✓ Educational Value
- ✓ Concept
- ✓ Instructional Approach
- ✓ Content Requirements
- ✓ Copyright Compliance
- ✓ Technical Specs

Visit our web site to learn more about these [criteria](#).

About Your Work Sample

This should be a draft (a representative sample) of an audio or video lesson that you plan to Include in your collection.

Option 2: Create an iOS Course



The new iTunes U course is one way for you to connect your own content (audio and video lessons and publications like iBooks) with material you curate from iTunes U and the web. Users of the iTunes U app can access all of your materials on their iOS devices. [Learn More.](#)

If you are offered a contract, you will be given access to the Course Manager to build your course. Before submitting your application, review our criteria, study existing courses, and see the Apple resources on Course Management.

Requirements:

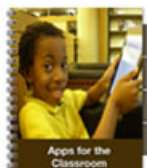
Contracted course must include at least two pieces of original content (audio, video, or publications) in addition to existing resources created by others. It should include posts and assignments that invite the learner to engage with the content.

Sample Courses in iTunes U



Common Core with Common Sense

Teresa Chance-Arkansas



Apps for the Classroom

Harry Dickens-Arkansas



Moons: an Introduction

Open University

About Your Work Sample

This should be a sample assignment using an original resource that you plan to include in your course. This may be an audio or video lesson, or an iBook or ePub document.

Criteria for iTunes U Collections and Courses

Educational Value	Material has value for an audience beyond your school or organization and aligns with one of the iTunes U subject categories.
Concept	Design your title, description, and artwork to create a “package” that gets noticed in iTunes.
Instructional Approach	<p>Instruction is designed to engage learners.</p> <p>Collections: See examples of instructional approaches in iTunes U.</p> <p>Courses: Use the course description and your posts to set a tone, provide context for the learner, and engage them with the content. Additionally, select the right instructional approach for the original resources you create.</p>
Content Requirements	<p>Collections: Should contain at least 5 audio or video lessons from 3-10 minutes in length and supporting PDFs, if appropriate.</p> <p>Courses: Should contain a solid outline, meaningful posts, action-oriented assignments, original resources (video, audio, PDF, iBooks, etc.), and resources curated from iTunes U, the web, etc.</p>
Copyright Compliance	<p>Only include content that you have the rights to distribute.</p> <p>When creating your own resources (audio, video, iBooks, etc.) use material with permission or use Creative Commons licensed media labeled for reuse.</p> <p>Remember, all who appear in your audio and video files must sign release forms. Your organization may already use a standard media release form that will suffice. If not, see the sample release form. All providers for Arkansas on iTunes U will submit the Statement of Assurance verifying their copyright compliance. More copyright info. Need free licensed music? - Check out CCMixer.org</p>
Technical Specs	<p>Collections:</p> <ul style="list-style-type: none"> • File Format: Video files must have .mov, .mp4 or .m4v extension, audio files must have .mp3 extension, and documents should be PDF or ePub. • File Size: Files should be reduced to the minimum needed for quality. We recommend a maximum of 70 MB for a 5-minute video. • File Quality: Strive for clear and consistent audio throughout. Ensure that images are crisp. <p>Courses:</p> <p>You may include any of the Supported Media Formats.</p>



ARKANSAS DEPARTMENT OF EDUCATION

Arkansas on iTunes U: Statement of Assurance

By my signature on this statement, I hereby certify compliance with the following paragraphs:

As a representative of the content provider, I hereby agree and consent to allow Arkansas on iTunes U, a section of the iTunes Store, to make digital content available via Apple's iTunes software to members of the general public solely for non-profit educational uses. I affirm that all parties whose voices, images, and work are included in this digital content have consented to the use and distribution of this content to the public on the iTunes Store, ADE website, and the Arkansas IDEAS portal. I affirm that the submitted content does not infringe on any copyright, patent, trademark, or other proprietary rights, and that I will hold harmless Arkansas on iTunes U and any of its associates, employees, or agents in the event of any administrative, ethical, or legal claims for actual or alleged infringements of any patent, trademark, or copyright.

Content Providers shall, to the extent permissible by law, be responsible and liable for, defend and hold harmless the Arkansas Department of Education, its attorneys, agents and employees, from and against any and all claims, suits, debts, damages, and causes of action whatsoever (including but not limited to those initiated pursuant to the Arkansas Department of Education's iTunes U agreement with Apple, Inc.), whether arising in law or in equity, arising out of or relating to the failure of the Content Provider, or any of its attorneys, agents, or employees to perform under the Arkansas on iTunes U user agreement between the Arkansas Department of Education and Content Provider, however that agreement is titled. The defense provided herein shall include reasonable attorney fees and costs incurred by the Arkansas Department of Education, its attorneys, agents and employees, in the defense of any such claim, suits or causes of action, as aforesaid.

Content Provider (Teacher)

Signature of Content Provider

Date

Organization (School District)

Authorized Agent (Administrator)

Signature of Authorized Agent

Date